

SAN FRANCISCO
DEPARTMENT OF HUMAN SERVICES

ETS EXPRESS

EMPLOYMENT AND TRAINING SERVICES NEWSLETTER

Summer/Fall 1996
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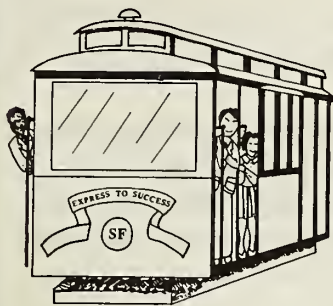
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ETS EXPRESS

EMPLOYMENT AND TRAINING SERVICES NEWSLETTER
Department of Human Services San Francisco, CA



L to R: Briana Moore and Denise Branch

It's What I Needed...The Express to Success Center Made a Difference!

by Denise Branch



I wanted a job when I first came to the GAIN Program. Because of being sent to school first, which I really didn't want to do I ended up dropping out of the program. Don't get me wrong - its good for the people who want it - but it wasn't for me.

A short time ago, I was notified to report to the Express to Success Center and in my mind I was thinking it would be much the same as before. Well, it was much different and really for real.

In a week I learned lots of new important things such

as where to find the job, how to get the job and how to keep it.

With my certification of completion in my hand, I began making phone calls and in just 2 days I landed a job doing what I want to do - working with kids. I'm employed at Bayshore Child Care meeting new people and some great kids. I hope to be working here for a long time.

And here's the good part -- my son Reginald loves the idea of me having a job. I'm a good role model - now he sees me really doing something. Family and friends helped me a lot and my ex-boyfriend gave me that extra push to get out and make my life better. I'm grateful to all the persons in the ETS program who helped me along the way and now I can see a change taking place in my life - it's been a great new year for me. Try it - I know you'll like it too!

a b c d e f

INSIDE

- ☛ Words from the ETS Program Manager - page 2
- ☛ Don't do it alone. See how GATES can help you find work - page 3
- ☛ GAIN goes in new directions - the Success Center opens - page 7

Come On Aboard - The Express To Success Is Taking Off!

by Patrick Duterte, Program Manager

The groaning, griping and gridlock in Washington D.C. has depressed even the most optimistic persons in Human Services. The exception appears to be the staff of the Employment and Training Services because there is an air of optimism for our participants. On February 12th we opened the "Express to Success Center" at 30 Van Ness. This success center

provides hope, confidence and encouragement for AFDC recipients that a career is in their future. It symbolizes the new directions in the Department of Human Services by helping AFDC recipients make that first step to



L to R: Patrick Duterte, Program Manager, Dean Curtis, Curtis and Associates

success. Our department will continue to provide financial, medical, dental, housing and other needs. In addition, employment planning will be a strong focus in the Department. Because of impending welfare reform and the expected time limits, planning for economic self-sufficiency needs to happen now. There is no time to wait. In our program we are utilizing the following principles to help participants make the transition off of welfare:

Urgency - The time to become self sufficient is now.

Ownership - We are responsible for our own futures.

Learn by Doing - Doing replaces waiting.

Lifelong Learning - Learning is not a product, it is a process. You do it your whole life.

Motivation through self esteem - Coaching, cheering and giving hope grows self esteem, confidence and motivation.

In this newsletter you will hear details about the Express to Success Center, but the most exciting words will come from those many participants who are taking that first step to success.

A Determined Mother

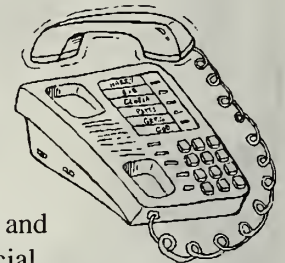
by Marlen Sanchez, Job Counselor

Because of unexpected circumstances, Ofelia, mother of 3 children, found herself having to rely on AFDC. She received assistance for a period of time and once she was ready to make a change in her life, she joined GAIN.

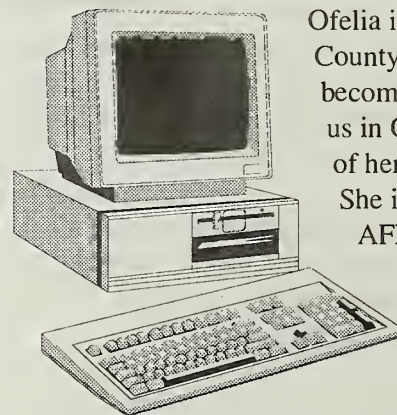
Having recently completed a clerical training program through Mission Language and Vocational School, Ofelia quickly found employment as a clerk at a local hospital. Unfortunately, due to a reduction in the work force, she was laid off within a month of hire.

Disappointed, but determined to become self-sufficient and not to give up, she returned to GAIN once more. With the assistance of her GAIN case managers Aurora Goce and Jeff Black, her assigned job counselor Marlen Sanchez, and EDD counselor Dennis Lee, she was soon job searching and having interviews.

Ofelia was always ready to follow-up on job leads and when a temporary position opened with the City & County of San Francisco, she didn't lose any time. Within weeks Ofelia had an interview and was offered the position of Social Services Technician.



Ofelia would like to thank her supervisor for his support, encouragement and patience; her co-workers for making her feel part of the family; and the GAIN staff for their guidance.



Ofelia is still working for the County and has recently become permanent. All of us in GAIN are very proud of her accomplishments. She is no longer receiving AFDC.

The "Ring" She Got Came From PacBell

by Bill Jaynes, Casemanager

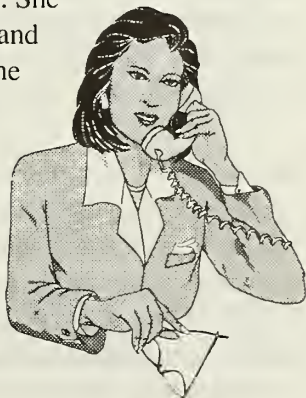
Getting a clerical job in a business office was Teisha K.'s goal when I first interviewed her in GATES. Wary at first but later feeling more comfortable and relaxed, she talked freely of her experience for the U.S. Postal Service, working at various time periods there. She had just completed a course in computerized word processing at the School of Business and Commerce and was determined to move on from the Post Office.

As part of the GATES process I made sure her interview outfit worked for a clerical/business setting and that she had voicemail. Next I referred her to Jewish Vocational Services to utilize their job services and to get her resume updated so it would meet industry standards. Finally, a referral for job development services at EDD was made. We both agreed she needed to apply for any customer service, clerical, or reception job that she found since she needed to get her foot in the door of the private business sector.

Teisha interviewed for a long time and kept getting told that she didn't have enough experience or not the right skills for the job, or whatever. On a number of occasions she came to my client support group meetings where the focus would turn to handling rejections, how to keep a positive attitude, and how to keep moving. These meetings she attended were, in turn, helpful to others because the job search process isn't easy for anyone and group support is an essential, helpful resource.

At about this time, she got a referral from EDD for a Customer Service position at Pacific Telephone Company for a full-time, long-term temporary job which could last up to a year. She was scheduled to take a test and had an interview lined up. She was nervous, but knew she really wanted to get the job.

Soon after, she called me to say she was hired and was looking forward to having current business experience added to her resume.



Teisha doesn't plan to stop there; she will continue her classes to build computer skills for now so that she can eventually move on to better things later.



I've Got a New Life Thanks to GAIN

by Sandra Carpenter

Staying at home and doing nothing but caring for my daughter and living just day to day on the AFDC check, I couldn't help but think how and when can I get a job? I signed up for GAIN hoping it would help me -- and it really did.

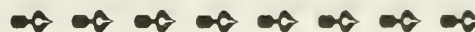
I was able to return to school and passed the ABE test. The GAIN assessment counselor helped me focus on vocational training in a field that I wanted to get into - housekeeping work. Soon after I received a custodial certificate from Southeast Community College. My GAIN worker, Joyce Ferroggiaro, constantly encouraged me along the way and helped pay for books, transportation, and schooling. I worked with an Image Consultant and got nice clothing for interviews, too. Darlene Morgan, the Prep Coordinator, provided a great prep slot for me.

Passing the ABE test and getting the vocational training certificate helped me regain my self-esteem. I went to EDD to look for work and confidently showed my test scores and certificate to them.

It took about 3 months of interviews before I found work at a hotel in San Francisco's colorful North Beach area. At first I worked 2 days a week but soon the work increased to four, then five days when one of the employees went on maternity leave. My employer always complemented me for a job well done.

Now I'm making money, doing fun things and I can save for emergencies, too.

Thanks to everyone in ETS who helped me along the way to make a better life for myself and daughter. But best of all, I got married a couple of months ago and couldn't be happier with my new life now.



Patience And Perseverance Paid Off

by Bill Jaynes, Casemanager

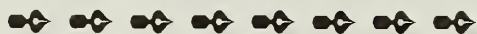
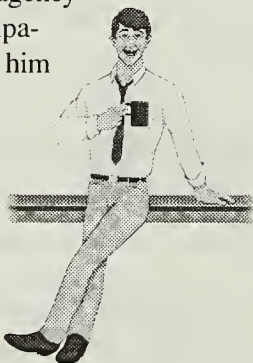
Laid off from his last job and with reduced job prospects in Louisiana, Ron M. packed his bags, withdrew his savings and heeded the advice from friends in S.F. to come here and look for work. He had good job skills, a good work history and held various clerical positions with rental agencies, property management firms and retail businesses.

He stayed with friends in the city while pursuing his job search and actively used EDD and the newspapers as his main source of job listings. He was forced to stop his job search briefly when he fell ill. With his savings depleted he finally applied for General Assistance to basically survive.

When he got better he joined the GATES program. We worked well together; I was very impressed with his motivation to get going with his job search. His resume was polished and brought up to date and I connected him with an EDD job agent. Ron didn't skip a beat and got into the swing of things real fast. His job search structure utilized employment listings from Jewish Vocational Services as well as GATES program, EDD and Bay Area newspapers.

Time passed but no job offers came in spite of his perseverance. But he never gave in --- he kept his spirits and energy up by being positive and constantly pushing on with his search. When the Goodwill Career Day Job Fair came along Ron was ready with a pile of resumes and "dressed for success". He joined hundreds of other clients and job seekers from the community on this day.

Pitney-Bowes, an employment agency that hires staff for different companies, interviewed him and hired him as a clerk in a downtown law firm, part-time with the idea of going full time in two weeks (their probation period). Ron passed with flying colors and now works full time and says it's great to be back on his feet, productive and useful again!



Profiles In Achievement

Success is achievable. The ETS Newsletter would like to highlight the careers of eminent persons in the community. In this issue, we feature Anna Chavez, anchor woman of KPIX Channel 5 and Steve Arcelona, president of the Private Industry Council. The selected individuals have attained prominence by way of dedicated and committed efforts to succeed at whatever tasks they pursue in life. We commend their accomplishments.



Anna Chavez, KPIX Channel 5

It's funny, really, that every life experience you have can be a foundation to the next step you take! That is especially true of my early jobs I got in East Palo Alto and Sunnyvale where I grew up.

My very first job was housecleaning. I was encouraged by my mom who valued showing us that extra work and initiative could always mean extra money.

My brother and I had a lot of practice taking care of our three little sisters, so when I wanted to get work baby-sitting, my mom could vouch for my ability to be responsible, tidy, and careful.

The references were important when I applied for a department store job. I discovered that retail work requires enthusiasm and lots of energy. Since I felt my parents were unable to help me financially, half of the money I earned was set aside for college expenses. Eventually I learned that because of my good track record in retail, my supervisors were willing to

encourage me. They accommodated my college schedule and that allowed me to go to school and work at the same time.

Also, when I transferred from San Jose State to Stanford University, the references served me well. My experiences dealing with the public helped me get a job in a huge Stanford research study project. This along with scholarships and grants helped me get through two years at Stanford with a degree in Film Communications.

I soon learned that my college background in Liberal Arts was important, but it did not train me for a specific job. I also learned that entry level positions are the badge of honor for every newcomer to any industry. I made careful notes of all the people I talked to in the local television business during informal interviews. Eventually I found an entry level job.

My first job in TV was as a production assistant on a kid's educational quiz show. The job included interviewing potential contestants and researching California history. Eventually I wrote the quiz questions, film segments, and the show, too.

KGO-TV hired me in 1976 as production assistant and promoted me to producer and host of two public affairs programs in 1978. I then briefly worked in a Los Angeles TV station before returning to KGO-TV as a co-anchor of the evening newscast.

In 1992, I joined KPIX 5 as an anchor of Channel 5 Eyewitness News at 6:00 and 10:00 pm with Dave McElhatton. I've reported on documentaries, covered national and international news and interviewed many prominent political leaders.

Somewhere I have a check stub of my first weekly pay of \$135 from KGO-TV. Looking back on that job, I can see how lucky I was to get an opportunity to learn and grow in a business I wanted to try and that every job I've ever had helped me build a foundation for the next.

- Anna Chavez

** Editor's Note:* Anna Chavez has been consistently honored by her peers for excellence in broadcasting. She has received Emmy awards for her documentaries and was selected as one of the Bay Area's Women of Excellence by City Woman magazine

for her achievements in the field of Communications. For years she has participated in many of the Bay Area's Latino cultural events as a keynote speaker and emcee.



Steve Arcelona, President, Private Industry Council

In January of 1995, I became the President of the Private Industry Council (PIC) of San Francisco, Inc. The PIC administers over \$10 million of federal, state and city foundation funds for the City and County of San Francisco to provide training and employment services to youths, unemployed adults, laid off workers, refugees and the homeless. But my story doesn't begin here.

I was born and raised in the Bayview-Hunter's Point area of San Francisco, and really didn't set foot out of the area until I started attending Mission High School in 1962. Both my parents were first-generation immigrants from other countries who did not speak English and did not have much formal education, but what they lacked in education they more than made up for with wisdom and love. There were many caring people who influenced the direction of my life: teachers, supervisors, family and friends, but the biggest influence were my "bosses" in my first real job. I was a stock boy in a small grocery store. I would work every day after school and all day Saturdays. It didn't leave me much time for social activities, but I remember it with fond memories. My family didn't earn a lot of money and I had three sisters and a brother so earning my "own" money to buy clothes and a car, I was able to help my family in a small way.

The two brothers who owned the store gave me, even at fourteen years of age, complete responsibility for stocking the shelves and delivery of groceries. I also learned about store displays and ordering goods. It was their trust in me that made me realize the importance of being "responsible". I took the job seriously and I believe it gave me the foundation to move on to my other jobs with greater responsibilities.

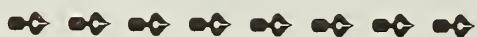
My involvement in employment and training began in 1971 (after I earned my Secondary Teaching Credential at San Francisco State University) as a Director of Horizons Unlimited, a community-based non-profit organization located in the Mission District in San Francisco. Since then I have been involved with employment and training programs at both the community-based and County levels, administering programs in San Francisco and San Mateo Counties.

From Horizons, I went to the Mayor's Office of Employment & Training in 1975 and then joined the PIC staff in 1980, advancing to Vice President of Operations.

From 1991 to 1994, I was the Director of the Employment & Training Services Division of the San Francisco Department of Social Services. I was responsible for the welfare-to-work programs, including GAIN (Greater Avenues to Independence), GATES (General Assistance Training and Employment Services) and the NET (Non-GAIN Educational and Training) programs.

Most recently, I was Employment Service Manager for San Mateo County from 1994 to 1995, responsible for the administration of the combined federal Job Training Partnership Act (JTPA) and GAIN programs, before returning to the San Francisco Private Industry Council as President.

- Steve Arcelona



Staff Updates

Michael Moore - ETS Job Developer, left the agency recently to join Goodwill Industries Employment and Training Program as a staffing specialist. Michael said the decision was a difficult one to make, but is looking forward to new and different challenges.



Michael Moore

Clara Oden - Senior Clerk Typist (The Running Clerk) participated in several marathons including Venice, Italy, where she finished in the top 100 out of 7,000 competitors and the New York City Marathon finishing in the top fifth out of nearly 27,000 runners. She has been accepted to participate in the Marathon des Chateaux du Medoc which will be held in Bordeaux, France in September and will enter her second New York City Marathon November 3. She is setting her sights on the World Championship of Track and Field to be held in Athens, Greece in August, 1997.

Editor's Note: Keep up the great work, Clara! We are all impressed by your amazing accomplishments.



Summer Youth Workers in ETS

Gollia Anderson, 16, Junior at Center for Independent Studies, says "Working in an office environment was an interesting experience".

Rahshedia Collins, 15, Sophomore at Balboa High School, was happy that she had a chance to improve her computer and typing skills. She really liked working in GATES.

Michelle Danridge, 15, Sophomore and attends County Community Day School, said she appreciated all the help she received from the Transitional Child Care Casemanager, Gloria Riley.

Lakisha Houston, 17, attended S.F. City College and was accepted by Clark University in Atlanta, GA for the Fall Semester. "I loved the job and the people I worked with in GATES!", said this young mother of an eight month old son.



The New Success Center Opens Its Doors

by Joyce Ferroggiaro, Casemanager

While Cable Car bell ringing champ, Al Quintana, a 23 year veteran of MUNI clanged away, the Express to Success Center officially opened to invited guests on May 28, 1996 for them to see first hand what the highly acclaimed center is all about.

Kasey Brenner, Supervisor of the center's staff introduced Michael Wald, D.H.S. Executive Director and Patrick Duterte, ETS Program Manager to the crowd. Dede Tillman, a previous participant, gave glowing praise for the support and efforts she received from the staff, while Yvonne Evans, also a previous participant, sang for the group.

Highlighting the occasion was a Certificate of Recognition presented to the center by Carolene Marks, on behalf of her husband State Senator Milton Marks, commending D.H.S. efforts to provide innovative employment and training services to low income people.



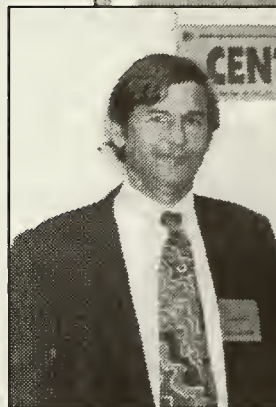
Al Quintana, MUNI Railways

The program is built on the principles of self sufficiency where participants learn up to date job search techniques that increase their motivation, raise their self esteem and empower them to successfully find and keep a job.

Listening to the positive and energizing comments of participants going through the program is impressive, to say the least. We all wish the program much success in the years to come.



L to R Kasey Brenner, Supervisor, Express to Success Center, Patrick Duterte, ETS Program Manager



*Michael Wald
Executive Director
Dept. of Human Services*



Center, Crystal Defrantz in classroom

**JOB PLACEMENTS
FOR FY 95/96:**

GAIN 648

GATES 209

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ETS

Employment & Training Services (ETS) is a division of the San Francisco Department of Human Services (DHS) responsible for administering employment and training services to eligible recipients of Public Assistance.

Programs administered by ETS include:
GAIN, CAL-LEARN, NET, TCC, GATES and the WAGE SUBSIDY PROGRAM.

ETS provides employers with pre-screened, job-ready applicants at no cost. If you are an employer and want to know how to hire an ETS participant, call the Express to Success Center at (415) 558-5272. ☎

For others who wish additional information, call

GAIN (415) 557-6347 ☎

GATES (415) 557-5955 ☎

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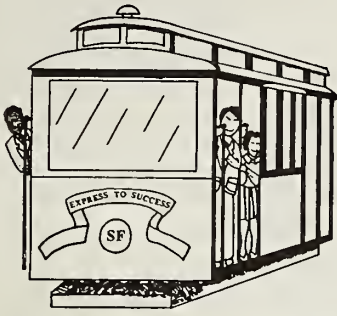
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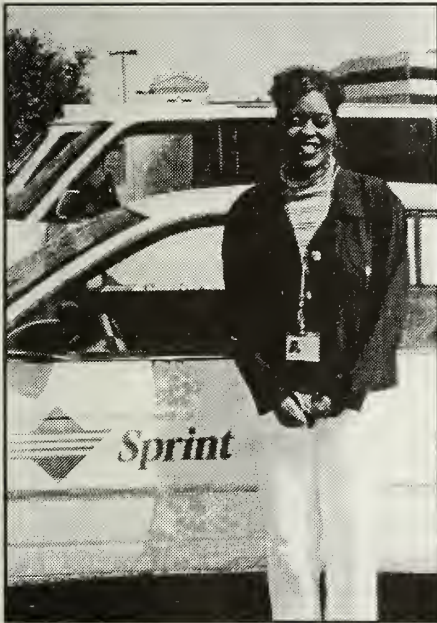
Department of Human Services

San Francisco, CA

IT'S FULL SPEED AHEAD FOR ME AT SPRINT

by Kimberly Smith

I was always a self-starter and enjoyed being in a career-oriented establishment. Being around executives and business people was what I liked.



As Business Administrator at Sprint, Foster City, Kimberly Smith looks forward to a busy agenda at the office.

In high school, I worked at McKesson Corporation and learned how to work on all types of computers, the switchboard, and in the mail room. Following that, I took two years of Business Administration courses in college.

While in the ETS Program, I landed a job at Specialty's Bakery but didn't really feel the job was for me. Soon after I went to Banana Republic, but that too didn't seem like the right job for me. Fortunately, I was hired by Nortel Telecommunications where I performed general office duties and then moved on to another company, Ericson Fiber and Access. I stayed there for a short while, then moved

on to Sprint in Foster City as a business administrator. It's all been a great experience!

ETS has kept me motivated, honest and hard-working and most of all career-oriented, teaching me to never let go of my dreams, never to say no to job opportunities, and never let anyone say no to me.

***"ETS has kept me motivated
...and hard-working, teaching
me never to say no to job
opportunities."***

My family has been helpful and com-

Kimberly Smith

mended me for trying so hard. My children see me as a role model and have seen me fulfill my dreams. One day I hope they can do the same - to experience life as a whole. It's important for parents to become something so that their children will want to follow in their footsteps. In order to turn the next generation around, we must turn ourselves around first.

Finally, my advice to everyone is to make yourself happy so your children can then be happy --- so, go to work! It's productive and rewarding.

INSIDE

- ☛ Temporary Jobs - Try them...you'll like them! Employers explain why.
- ☛ See how No. California Service League tackles problems of hard to place employees.
- ☛ An L.V.N.'s gratitude towards GATES.

Finding A Job By Phone



If you're cold-calling for a job interview, try these tactics:

- Ask if your contact has time to talk or, if not, when would be convenient. Failing to do so is one of the most common breaches of telephone etiquette, says career consultant Mark Satterfield.
- Speak in 40-second bites, with pauses in between; and
- Adjust your manner to that of your listener—speaker quickly and concisely if she does, adopting a relaxed, informal tone if you perceive that as her style.

CAREERSOURCE • JUNE 10, 1997

THE TALKING IS OVER, THE CHANGING BEGINS . . .

by Patrick Duterte, ETS Program Manager

Welfare Reform has been the topic of conversation and planning over the last several months. The mayor put together a task force of over 180 members to look at welfare reform. The department has spent considerable time looking at the necessary internal changes to effectively help clients enter the job market and move toward self sufficiency. Now "the rubber is hitting the road" and the road is hard.



Patrick Duterte,
ETS program manager

After all the "number crunching" and projections, it is apparent that ETS cannot address Welfare Reform alone. This becomes a project for all the city departments, community based organizations and clients. Internally, the department must gear up to help clients plan their vocational path, provide services and support the plan. I am encouraged by the energy and creativity of the staff in our department in planning the changes necessary to assist our clients as they make the moves toward self sufficiency.



"An all out effort to provide additional money and job training for welfare recipients is being promised by the San Francisco corporate community" said Patrick Duterte shown meeting with community-based organizations

The first major internal project is the merging of the GAIN program and AFDC into pilot teams. This team approach is designed to bring the two programs together so we can better serve clients facing time limits and it will help the department meet the outcome objectives in the new welfare reform legislation. They have just completed cross training in GAIN and AFDC. They have also participated in a 7 day welfare reform transition training with UC Davis. The talent and energy is high. I have great expectations for these teams.

The employer community is stepping up their efforts with the new San Francisco Works program. This program will raise several million dollars from the business community and foundations to train and help welfare recipients move into employment.

It is a very difficult time for recipients of public assistance but I am very hopeful because all parts of the community are pulling together to best serve those most in need.

A SMART MOVE

by Carolyn Kelley

Life was boring. I felt like I wasn't doing anything with it and often got depressed and angry with myself. I joined ETS with the hope that they'd help me find a job and I could regain my sense of self worth and have my daughter and others proud of me.

Now I've got an interesting job as a telephone sales representative with Smart Corporation and I'm paid good money. I've made new friends and feel positive about things; and the opportunity to be in the ETS Express Newsletter is exciting.

My daughter even stood in front of her class at school and told everyone about her mommy's job.



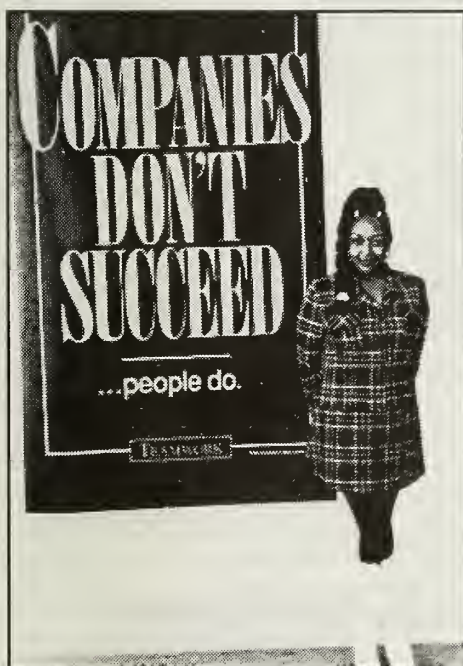
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ETS showed me how to conduct and be comfortable with myself in an interview and how to answer tough questions. I prepared a good resume, faxed it to different places, and learned how to complete applications. Most importantly, they encouraged me all the time and made me feel important.

My daughter, boyfriend and family let me know everyday how proud they are of me. All of this could not have happened without the help of three very important people in my life ----- Janet Blankenship, case manager, Briana Moore, Express to Success trainer who encouraged me at every turn, and

Beatrice (Deedee) Fountain who constantly supported my efforts to improve the quality of my life.

Smart Corporation's slogans energize Carolyn Kelley, seen standing beside one.



A STIRRING STORY



Kiem Lien Do, an assistant cook at St. Anthony Foundation, mixes biscuits for a crowd of between 2,400 - 3,000 on a daily basis. In Gain she received vocational training through the Hospitality Program at the Downtown Campus of SFCC while concurrently enrolled in ESL classes. Kim says "Life has changed for me so much since working and I really like the extra money I have to buy special things."



Job Applicant Sleuthing



On a job interview, give yourself an edge by displaying knowledge of the hiring organization. What can you find out in the media or on the Internet that might give you an edge? Arrive early and look around unobtrusively (including notice boards) to give yourself additional conversational fodder.

CAREERSOURCE • JUNE 10, 1997

A CASE MANAGER'S CONCERN WAS THE KEY TO MY SUCCESS

by Adrienne Serrano

Before I joined ETS, I was a homemaker with three children ages 4, 3, and 8 months. I saw myself getting nowhere, having nothing but more kids and still on AFDC. Knowing that welfare was cutting back and being frustrated with not doing anything for myself or my kids, I realized I had to do something to change my life.



"The daily challenges of the office are what I look forward to at HDNPC," says Adrienne Serrano.

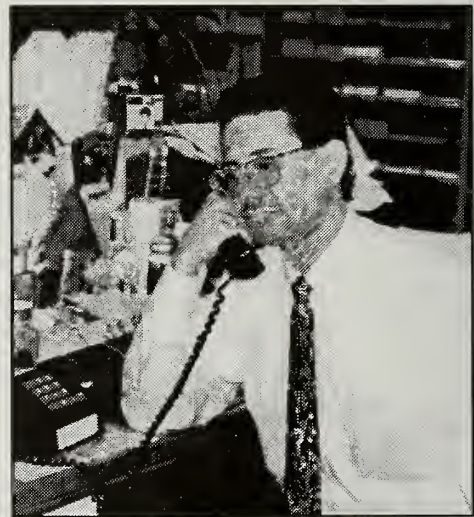
What kind of work I could do was the question - but, everything seemed to fall into place. By joining ETS, I was given that first important step through the employment door. ETS prepared a presentable resume for me which is extremely important for job hunting and coached me on making a good impression during interviews. The encouragement was most important - you have to believe you are employable. ETS offered me such good advice, which, not realizing at the time, I really needed and used later.

When I began my job with the Housing Development and Neighborhood Preservation Corporation (a Property Management Company), it was an entry-level, temporary position that paid \$7 per hour. By working hard and showing up on time and because it was an entry-level job, they were willing to train me on computers, receptionist duties, property management and supervision. Soon, I had a lot of responsibility with the company and they trusted me. My

salary has jumped to \$10 an hour in less than one year! Because of this job, I have a better relationship with my children and my father. My housing situation has stabilized (I moved a lot which affected my children) and I have more money to buy things and I'm able to clean up all my delinquent accounts. I'm establishing good credit and now I can save.

I thank Oscar Herrera, my case manager, from the bottom of my heart. He is the greatest GAIN Counselor and friend anybody can have. Whenever I would withdraw from moving on or take any kind of detour from my goal in life, he would always call and remind me in a friendly way that I was eligible for so much - that not even three small children should hold me back. Oscar was available for appointments where we would make plans to move another step ahead and he always had faith in me that I could progress with my life.

EDITOR'S NOTE: *Adrienne completed the Success Center's STEPS program and while there went to work at HDNPC, where she has been employed for over a year.*



Oscar Herrera, ETS case manager and Treasurer, Board of Directors of the Housing Development & Neighborhood Preservation Corporation, Inc. explained that the HDNPC is a nonprofit organization that has created hundreds of low to moderate income housing units in the city including the newest at 101 VALENCIA STREET, the former Salvation Army Headquarters. In addition they are instrumental in hiring persons for various positions from the local community, as well as ETS participants.

AN INSIDE LOOK AT THE TEMPORARY HELP INDUSTRY

10 Key Reasons to Choose Temporary Work

(We asked 100 temporary employees "What is the best reason to work as a temporary?")

- ① Job satisfaction through well-suited assignments.
- ② Flexibility. Work when and where I choose.
- ③ Excellent pay for skills.
- ④ Preview the best companies in the Bay Area.
- ⑤ No interviews.
- ⑥ The chance "to shop" for a permanent job.
- ⑦ Benefits offered at group rates.
- ⑧ Performance perks for a job well-done.
- ⑨ Diverse industry knowledge.
- ⑩ New skills development.

5 "Most Likely" Interview Questions

- ? Why have you chosen to interview with our temporary service?
- ? Why does temporary work appeal to you?
- ? What type of temporary assignments are you interested in?
- ? Tell me about your employment and educational background?
- ? Who can we call for your work reference?

Your Turn

- ☛ As a temporary employee what will be expected of me?
- ☛ How should you and I keep in touch and communicate?
- ☛ Tell me about the benefits that your firm offers?
- ☛ What kind of assignments can I expect to be offered?
- ☛ I'd really like to work for you ... When can I get started?

Final Prep List

- 1) It is helpful to have a resume and references on hand.
- 2) Dress in appropriate business attire.
- 3) Be prepared to demonstrate your skills.
- 4) Be prompt for your appointment.
- 5) First impressions count. You want to appear friendly and eager to work.
- 6) Answer questions in a way that will emphasize your experience and ability to do the job.

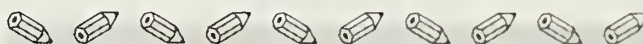
- 7) Ask questions that show your interest in doing the job.
- 8) Be prepared to show proof that you are authorized to work in the United States.
- 9) Write a "thank you" note to your interviewer.

Thank You!

10 "SUCCESSFUL EMPLOYEE" TRAITS

(We asked 25 Bay Area companies "What do you look for in a temporary employee?")

1. The ability to think and a willingness to work smart. To put in a good days work.
2. Flexibility. If you're working as a secretary and you're asked to file a few papers, it's unwise to point-out that you're not a file clerk.
3. Pride. Individuals who have an interest and take pride in what they do.
4. Enthusiasm. The willingness to learn and the ability to learn quickly.
5. A team player. Individuals who pitch-in whenever there is a need.
6. Punctuality. A reliable person.
7. Professional presentation; impressions count!
8. Initiative. If you're not busy ask if you can help with another task.
9. Respect of confidentiality. A high level of integrity.
10. Excellence. People who get all around good ratings.



Let's Get Started!

Now that you've decided to give temporary employment a try, where do you start? If you have a friend that's doing temporary work, that's a good place to begin...a personal referral. However, if you're starting from scratch, call some of the services you're interested in working for and tell them you'd like to interview with them. With your appointment schedule set, you're ready to go!

CareerSource

AWAKENING NEW FUTURES

by Shirley Melnicoe, Executive Director, Northern California Service League

Where can an ex-offender or long-term unemployed individual who may have given up hope but is on general assistance and part of the Department of Human Services' GATES (Greater Avenues for Training Employment Services) program go to become motivated and employable? One of the most exciting and effective programs is the Northern

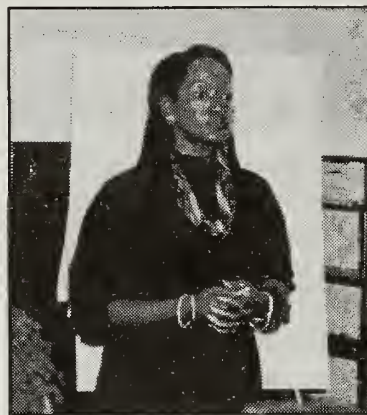
California Service League's (NCSL) **Awakening New Futures: Life Skills Training & Job Placement Workshop**. NCSL's one week course has been enough of a catalyst to turn around the lives of over half the welfare recipients who graduate from the class.



A driving force behind NCSL is Shirley Melnicoe, Executive Director, shown above.

On the first day people are quiet and wondering why they are there. There is hesitation and fear. By the end of the week, the students are animated and happy. They have developed strong bonds with their peers and the facilitators. Most importantly, they have identified skills, interest, and abilities as well as a sense of worth. They have done a self examination of themselves and have had a chance to identify what causes their downfall and the consequences, be it prison or unemployment. They have also learned to focus on their strengths. The workshop is very lively and interactive with brainstorming, role playing, video taping, client presentations and discussions.

I always find graduation very touching with the participants writing songs, or poems, and just talking about what the workshop meant to them. The participants also feel prepared to go out and get a job with a resume and recently sharpened interviewing skills and the right attitude. My staff are miracle workers. We can take the most downtrodden and, within a week, help to turn their lives around. It is a



Barbara Grossi, Life Skills Coordinator and a former NCSL participant, is pictured leading a class session.

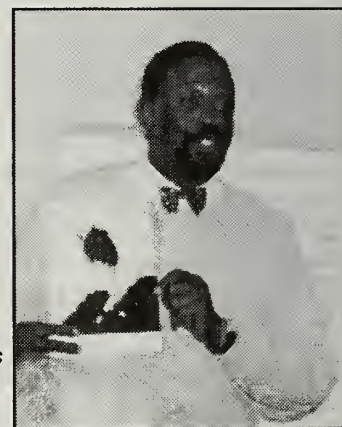
win-win situation in which everyone reaps the benefits.

Founded in 1948 by the late California Supreme Court Justice Raymond Peters, the Northern California Service League has helped society by giving hope to those who need it most. For 49 years, NCSL has been dedicated

to providing extensive rehabilitative and social services to the disenfranchised and particularly to persons caught up in the criminal justice system. NCSL works with the homeless, people with substance abuse issues, the impoverished, and the chronically unemployed.

Last year NCSL helped to move 50 people off the Welfare Rolls with our **Awakening New Futures Life Skills Training & Job Placement Program**.

There are countless success stories. Recently we worked with a GATES' client who had not worked in 8 years. During the class it was almost as if a metamorphosis took place and a moth turned into a beautiful butterfly. The client's self esteem was reestablished. It was no surprise that within one week after her graduation, she had two job offers. She is currently employed and feeling very good about her self-worth and her independence as she no longer needs to be on welfare.



Life Skills Co-facilitator, Michael Furtch, conducts class exercises with participants.

GATES HELPED ME --- NOW I CAN HELP OTHERS

BY W.D. FLIENT

Before ETS, I worked as a volunteer counselor at GAAP (General Assistance Advocacy Project). I had already run the full gamut of social degradation that is usually associated with being homeless and poor. I volunteered at GAAP, in part, to break the cycle of lessened self-esteem, sharpen my clerical skills and demonstrate my sincere appreciation for an agency that offered free services which ushered in my return to society.

When I joined ETS, I expected financial support for books, uniforms and etc... but I received much more in the way of the superb counseling and guidance from my ETS counselor, David Lein. His caring and supportive manner accompanied me through various "peaks and valleys" associated with one reentering the educational arena. David's genuine interest in my success not only fueled my efforts but also built the foundation of friendship between us that I value to this day !

The ETS program afforded me the opportunity to enter and complete successfully the licensed vocational nurse program of City College of San Francisco. I received a diploma certificate from CCSF and honors certificates from the ETS program.

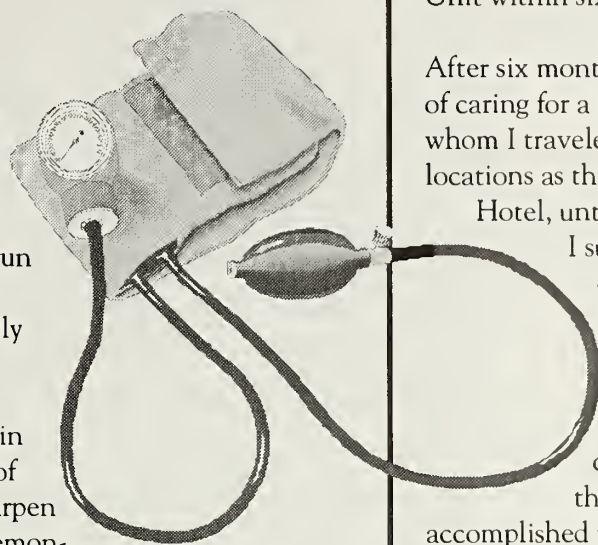
ETS would only represent meaningless letters if it were not for the extremely dedicated and professional staff that facilitate this program to function effectively. I was constantly praised for all my accomplishments through the many junctures of the program I had chosen. This support was indeed very positive in building self-confidence.

Positive achievement tends to produce more of the same efforts in one's behavior; following my gradua-

tion from the LVN program I was hired at the Fort Miley Veterans Administration Nursing Home Care Unit within six days of course completion.

After six months, I then was offered the opportunity of caring for a very wealthy, aging businessman, whom I traveled with and worked in such exclusive locations as the penthouse of the Mark Hopkins Hotel, until he expired after eight months.

I subsequently was hired at Marin General Hospital, in a per-diem acute-care position. I frequently took time off and used my own personal time to engage in critical care training and courses at the hospital --- as a result I currently hold a full time position in the Cardiac Specialty Unit, which I accomplished within ten months time, with the assistance of the best nursing preceptors on earth!



Starting a busy shift at Marin General Hospital's Cardiac Specialty Unit is W.D. Flient, L.V.N.



EMPLOYMENTS

FY 96-97 as of 6/97

GAIN	GATES
1,013	181

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ETS

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For others who wish additional information, call

GAIN	(415) 557-6347 ☎
GATES	(415) 557-5955 ☎

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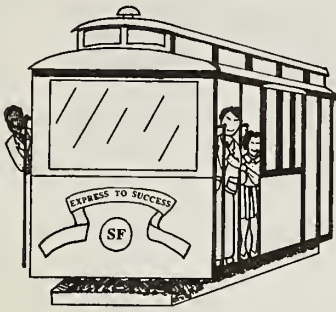
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Winter/Spring 1998



ETS EXPRESS

EMPLOYMENT AND TRAINING SERVICES NEWSLETTER

Department of Human Services

San Francisco, CA

I CAN SEE A FUTURE FOR MY FAMILY

by Dolores Fields, Gain Clerk Typist

I had just reapplied for AFDC last year after the temporary job I had ended, when I received the letter in the mail to come into Gain. Gain had nothing to offer me, I thought, and the workshop will be just a waste of my time.

Much to my surprise, I felt welcomed by the ETSC staff from the very first day and was treated with kindness and respect. They made me feel I had something to offer an employer. After STEPS, I entered Job Club where I put my newly learned skills to the test. Within a short time I achieved my ultimate goal of finding a job at DHS as a clerk typist. I feel that nothing can stop me and any goals that I set for myself are within reach.



A recent STEPS graduate, Dolores Fields, shown working at her desk, was offered a job at DHS as a clerk typist.

If it were not for me coming into STEPS, I would probably still be at home collecting welfare. Crystal DeFrantz, my trainer, taught me to believe in myself and helped me realize the importance of proper interviewing skills. I've developed a good relationship with all my co-workers and supervisor and know if I turn to them with professional or personal problems, I'll receive the support I need.

"I felt welcomed by the ETSC staff from the very first day ... and they made me feel I had something to offer an employer."

My children are proud of me and I can afford better things for them in life. They see me as a role model and look up to me even more than before.

I'd like to encourage each and everyone, whether they are AFDC recipients or not, to take an active role in welfare reform and to get involved in some kind of activity that will ensure you and your family a future. I know that I am a better person since coming into GAIN and will achieve great things in the future.

INSIDE

- Asian Neighborhood Design - a model for successful training programs.
- PG&E's commitment to moving participants into jobs.
- Interviews: What to ask, what not to ask. Some helpful tips.

DO YOU POSSESS THESE 8 TRAITS OF SUCCESS?

"D" is for do it now — but also is the initial letter of eight traits that can have an impact on your life and your career. Your chances of succeeding at anything you attempt may depend upon being:

A Dreamer — who can visualize success by focusing on what you want to happen instead of on what you fear might happen.

Dedicated — to the process that success demands — displaying the total commitment and contagious enthusiasm that motivates others.

Decisive — enough to make choices based on sound rationale and to choose quickly.

Disciplined — enough to set goals and devise plans — flexible enough to change those plans when a new opportunity arises.

Devoted — to lifelong learning and self-improvements — you will constantly learn new skills and develop more interests.

Daring — enough to take risks, to welcome change, and to view mistakes as a chance to learn.

A Delegator — who realized that time is best spent doing what you do best — not trying to do everything yourself.

Dependable — to a fault, always keeping your promises to yourself and others.

CAREERSOURCE • MAY 13, 1997

Glenda Perro, site Administrator, Asian Neighborhood Design, is shown leading a life skills classroom discussion where she stresses strong math skills and teaches work ethics, critical thinking, conflict resolution, parenting, resume writing and interviewing.

BUILDING SELF SUFFICIENCY

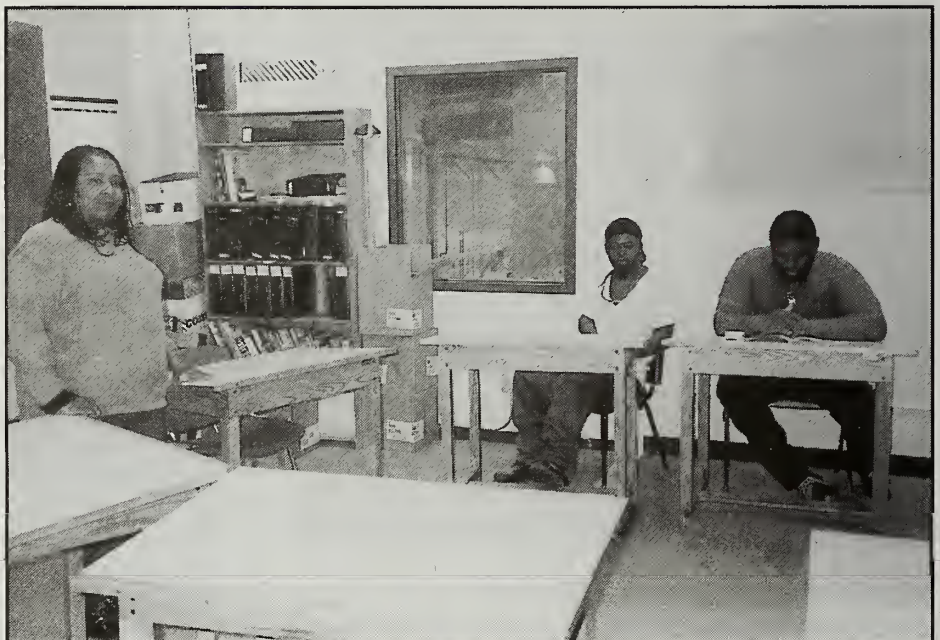
by Glenda Perro, Asian Neighborhood Design

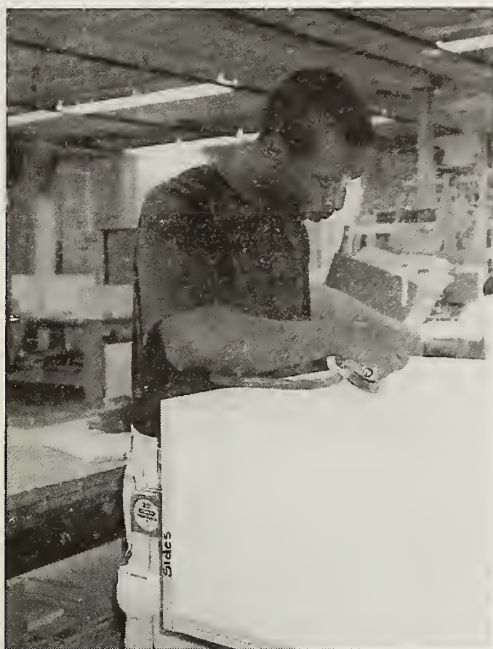
"Self sufficiency is Asian Neighborhood Design's motto and goal, an organization started in 1973 by Maurice Lim Miller and Gilbert Chan. They provide services for Housing and Community Development, Family and Youth Services, and lastly, but importantly two training programs in San Francisco and Oakland.

The daily training program lasts 4 months and skilled instructors focus on hands on training on a one to one basis with clients in techniques pertaining to Carpenter and Cabinetmaking apprenticeships. The use of hand and power tools, wood manufacturing and work at assorted construction sites for nonprofit organizations is part of the diverse training.

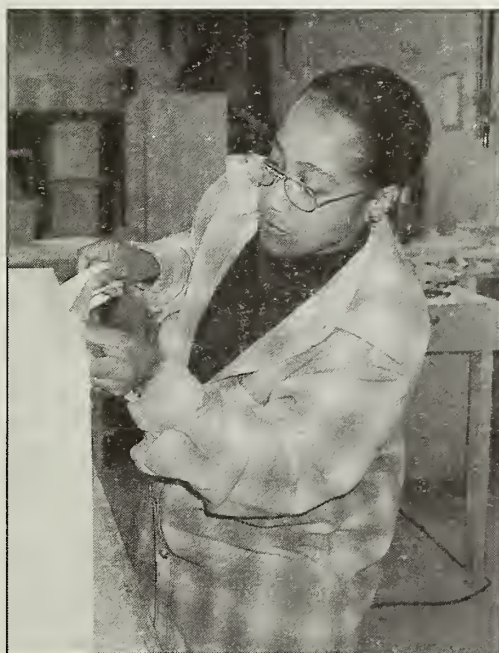
The work can be learned, however, self esteem and self appreciation must also be present. This is extremely important for any job in any industry, therefore speakers are invited to inspire the students.

continued on page 3





"I've found that this program has opened up educational opportunities and career advancement for me. Instructors are well trained, highly skilled and experienced and the classes provide a real opportunity for me. I needed a dramatic change in my life ---I know this is the place for me!", says Charles Genratt, Gates participant.



Gain participant, Yolanda Williams, appreciates the "hands on" training from the staff who mean a lot to her. She adds that the Asian Neighborhood Design classes have motivated her and will enhance her construction background.

I teach on a "tough love" level to our students. Unlike some programs which tell you what you want to hear, I speak on what you need to know in life situations.

"I teach on a "tough love" level to our students. Unlike some programs which tell you what you want to hear..."

— Glenda Perro

All in all, we at Asian Neighborhood design believe that the only way for our clients to achieve productive and meaningful work is to combine the aspects of actual work instances with motivational encouragement. In the words of Nelson Mandela. "It is our light, not our darkness, that most frightens us. We ask ourselves who am I to be brilliant, gorgeous, talented and fabulous? Actually, who are you not to be?"

HOW TO HIT YOUR GOALS

People who fail to reach their goals don't plan to fail, they just fail to plan. There's truth in that aphorism. Achieving goals takes planning as well as focused concentration. Apply these goal-attaining tips from Tim Morris, Ph.D., sales management expert and professor at the University of Notre Dame:



- ▶ Avoid analysis paralysis. Once you've seen the groundwork, take action.
- ▶ Don't fear failures. Use failures as an opportunity to learn — don't worry about failing soon and failing often.
- ▶ Application is a key ingredient. It's true that superior people who fail to apply themselves don't get as far ahead as less-talented individuals who do.

CAREERSOURCE • JULY 15, 1997

WHAT TO ASK, WHAT NOT TO ASK

On a job interview, resist the temptation to ask questions about salary and benefits. These project a "what can you do for me" attitude, says author Andrea Kay. Instead, ask questions that demonstrate a desire to have a mutually satisfying relationship.

Okay to ask:

- Please describe the job responsibilities and types of problems I might encounter if I should be hired.
- To whom would I report?
- Would I have anyone reporting to me?
- What is expected of this position?
- Would you please summarize the types of skills you'd expect the ideal candidate to possess?
- What are the circumstances that created this opening?
- Would you please describe a typical day or week?
- In the overall scheme of things, how does this job relate to productivity?
- What mechanisms are in place for evaluating performance?

What not to ask:

- Knowing when to hold your tongue is equally important, suggests Kay. "I don't care if this is the second or third interview. Until you've got an offer, don't ask about pay, benefits, childcare and flex time, or potentially sensitive questions such as 'How many women or minorities sit on your board or are in senior management?' A better way to ask would be: 'How have women progressed in the company?'"

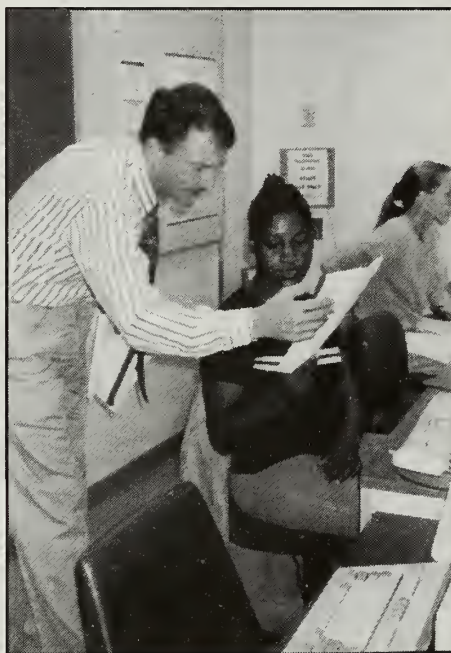
CAREERSOURCE • JUNE 10, 1997



P.G. & E. PINNING HOPES ON PILOT PROJECT

by Joyce Ferroggiaro, ETS Casemanager

The P.G. & E. Welfare to Work Training and Employment Program is a new public/private partnership aimed at moving 56 welfare recipients into the workforce through a combination of training, counseling, support services, internships, mentorships, and job placement. The five partners represent a cross section of the for profit/non-profit areas: S.F. Department of Human Services, City College of S.F. - Office of Contract Education, The Women's Foundation, Pacific Gas and Electric, and Roberta Enterprises Corestaff.

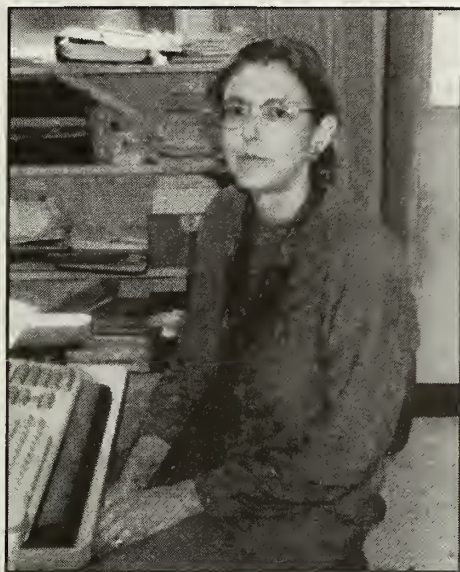


SFCC Business English instructor, Tom Leal, shown reviewing papers with a participant, likes the opportunity to make a real difference in the lives of the students.

The pilot project aims to take these potential employees each step along a lengthy path toward finding --- and keeping --- jobs. Everything from babysitters to busfare will be taken care of so the recipients can concentrate entering the workforce.

continued on page 5

As a P.G. & E. manager states "Welfare-to-work isn't going to become a charitable activity but a business activity; how to identify qualified candidates from as many different places as possible."



"This training program is preparing people to enter the work force with up-to-date skills and higher earning power. Helping to plan and implement the program has been exciting and challenging. I'm proud of the current group of 28 participants because they have all stayed in the program, and have been working hard to improve their word-processing and clerical skills," said Nancy Glass, ETS Casemanager and D.H.S. pilot project liaison.

The rigorous classroom training includes individualized computer based training, keyboarding, introduction to computers, business English, office procedures, use of popular software application and finally guidance in getting and holding a job. Those who finish the course will start as temporary office clerks and will be paid from \$12.10 - \$17.00 per hour. And after working six months some recruits will move into permanent positions. The company has pledged to help those who don't stay on find work at other firms. P.G. and E. officials hope to expand the pilot project beyond San Francisco if it proves successful and to also increase the number of participants.

TURN FAILURE TO ADVANTAGE

Successful people learn to bounce back from failure and disappointment, using adversity as a springboard to achieving goals. Formulas for building success out of failure are suggested by Barry J. Farber, president of Farber Training Systems based in Florham Park, N.J.

- ❖ **Use failure as a learning tool.** Look for positive lessons in every defeat. Learn what mistakes to avoid in the future.
- ❖ **Tap into the drive to "prove them wrong."** Success is your vindication against those who are discouraging and critical. The desire to prove naysayers wrong can be a strong motivator to surge ahead.

- ❖ **Don't dwell on failures.**

Be ready to recognize obstacles and find ways around them. Avoid letting defeat color your feelings and actions. Realize that when you've made a mistake you'll do it differently next time. Allowing yourself to be consumed by past failures begets future failures.



- ❖ **Learn to deal with fear.**

Examine your fears to see how real they are. We dread the unknown and allow our imaginations to fuel that fear. Understanding is the key to dealing with apprehension.

- ❖ **Arm yourself for success.** Preparation and study are tools to conquer adversity. Increasing your knowledge and focusing nervous energy on preparation can turn potential setbacks into victories.

CAREERSOURCE • SEPTEMBER 16, 1997

MOVING FROM GAIN TO CALWORKS

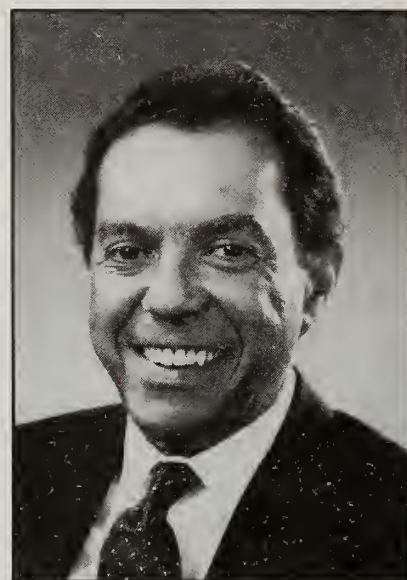
by Will Lightbourne, DHS Executive Director

When the GAIN program was created in California in the mid-1980's it anticipated what later became the 1988 federal reform program - JOBS, which was obviously modeled on the California experiment. This time around the federal Personal Responsibility and Work Act of 1996 effectively ended the JOBS program, and next year in California GAIN will give way to CalWORKS.

It is appropriate to take a moment to look back to see what GAIN was and was not. First, it was only a partial response; at its peak the program was never funded to serve more than one-quarter of the target population - itself, only half of the adult AFDC population. Second, it was largely out-of-context effort; that is, until income disregards were extended under the Work Pays program, it was not strongly incentive-based. Third, and most significantly, it came up to strength at exactly the point at which California's economy was heading into a deep recession. So, for all of the apparently mixed results that MDRC and other researchers have noted about GAIN since its inception, the fact remains that the dramatic reductions in caseload across California that the Governor and others have recently been pointing to and crediting to "welfare reform" were really, in large part, a result of what GAIN *could do* when incentives and a strong economy came together with the efforts of dedicated staff.

The vehicles for California's welfare reform program, AB 1542 and AB 1008, create a new

**"CalWORKS
could be
successful if
resources can be
fully committed
over a period of
years stated,"
Will Lightbourne,
Dept. of Human
Services
Executive
Director.**



program - CalWORKS. Starting early in 1998, counties will start enrolling new applicants and current recipients into the new program which will require approximately 80% of recipients to have Welfare-to-Work plans and engage in work or work-related activities for 20 hours per week (increasing to 26 hours in July 1998, and to 32 hours in July 1999). In the new program child care is apparently streamlined, and some limited resources are provided to obtain mental health and substance abuse evaluation and treatment for participants who may need it. Participants will have from 18 to 24 months to enter the labor market and if they are unable to do so, they may be enrolled in community service programs to fulfill their participation requirements. Failure to fulfill Welfare-to-Work agreements results in an abbreviated conciliation process.

This does not mean that GAIN just stops some time early in 1998. CalWORKS guidelines being drafted at the state level will allow people

continued on page 7

already enrolled in GAIN to complete their programs under most GAIN program rules if they wish to, although hours of participation will probably have to be increased to CalWORKS levels at the time they sign Welfare-to-Work agreements.

If there is really going to be a difference between GAIN and CalWORKS, it will certainly be dependent upon whether the Governor and Legislature learn from the early days of GAIN implementation and fully commit the resources needed over a period of years. More significant however, will be whether CalWORKS is seen as integral to the services provided to almost all TANF recipients, and not just an add-on service. But most important will be whether CalWORKS can attain the spirit that the dedicated staff and participants of GAIN showed. Looking back at GAIN, CalWORKS has a lot to live up to.

SHARING THE JOYS OF HER JOB



Tien Pham, left, Gain Casemanager, discusses with Kathy Pham (no relation) former Gain participant her job at Uniband, Inc. as data entry operator. Kathy says her work environment is great and co-workers

are wonderful. "My boss is organized, supportive and understanding" she said, adding that "I was lonely and without friends before getting the job, but since I've been working I've felt so much more confident and I learn more by doing new things." Her advice to those looking for work is never give up — and learn from the interviews. "Briana Moore, my Express to Success trainer, helped me refine my interviewing techniques and guided me in the selection of appropriate clothes to wear for job interviews. And don't forget, there are lots of resources to use at the center!", said Kathy.

SUMMER YOUTH SEND-OFF



A pizza party was the order of the day when the Employment Training Services staff gathered to say thanks to the Mayor's Summer Youth helpers at DHS. All received certificates of appreciation for their hard work and dedicated spirit while they worked here during the summer months. An assortment of delicious pizza, cold drinks, and a decorated cake highlighted the event which was planned by Leticia Marquez, Sharon Onishi, and Tom Roth. Hats off to the party planners for a fun day in the sun!

EMPLOYMENTS

FY 97-98 1st Quarter
Jul - Sept 97

GAIN

252

GATES

59

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Marlen Sanchez, Assistant

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